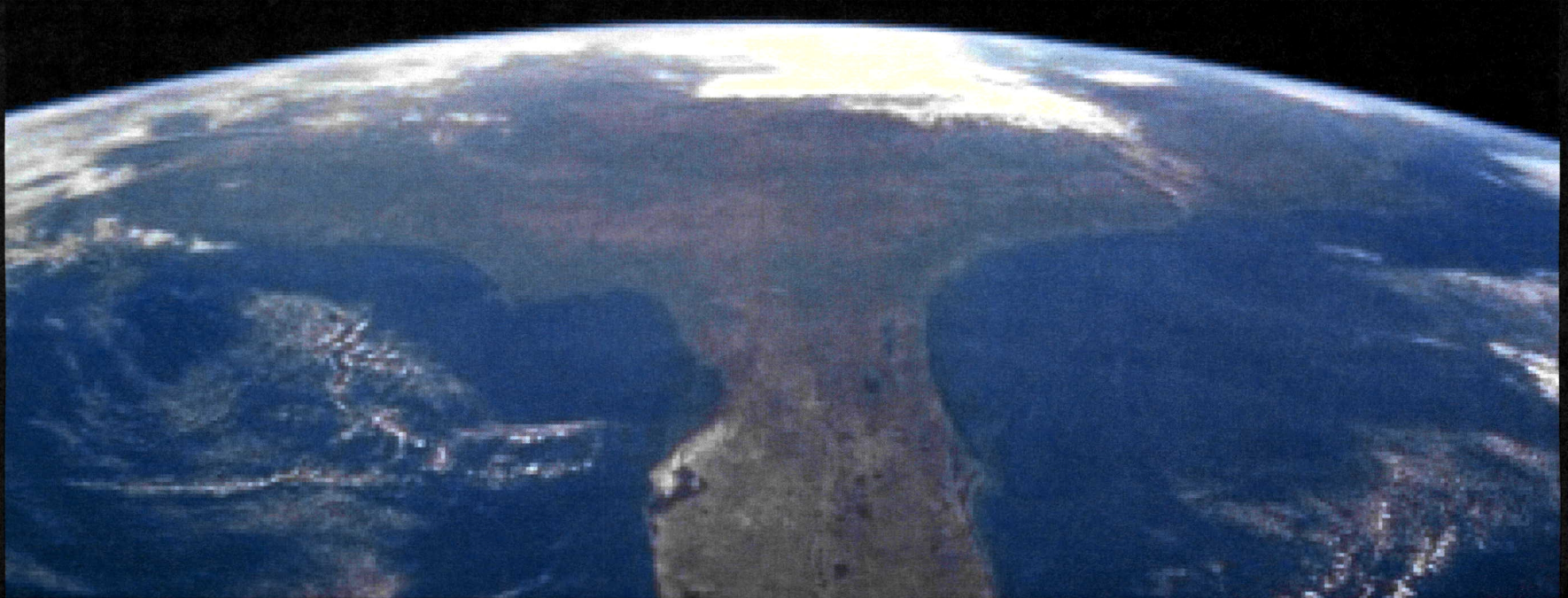




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# **Transforming KSC to be the World's Premier 21<sup>st</sup> Century Launch Complex**



**Tom Engler, Branch Chief of Partnership Development**  
**Presented to: French Trade Mission**

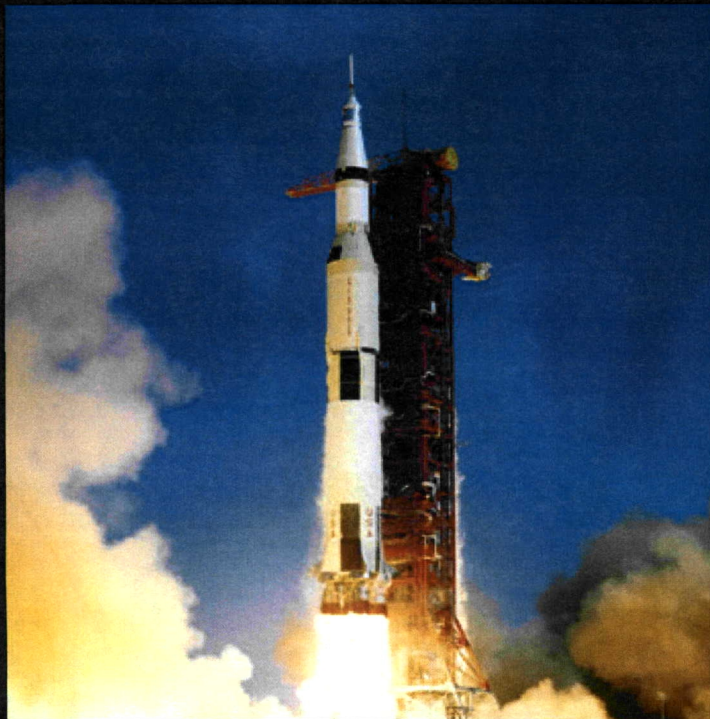
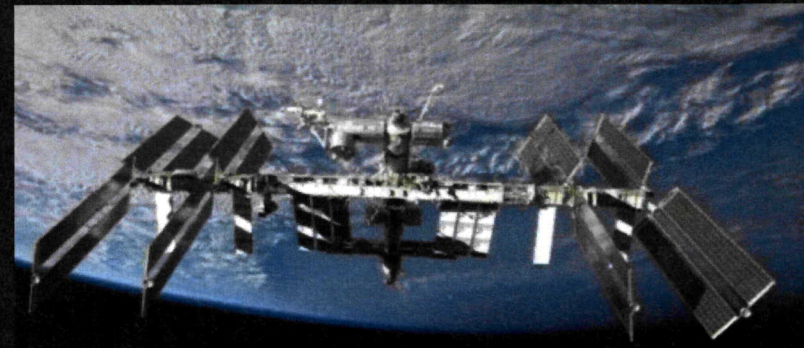
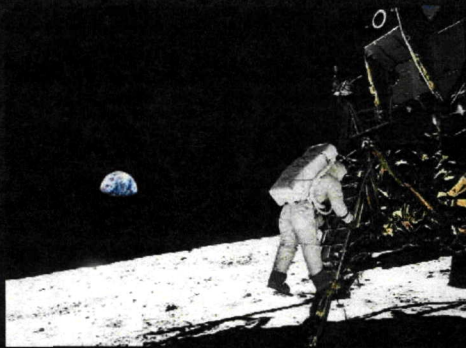




# What We're Known Worldwide For

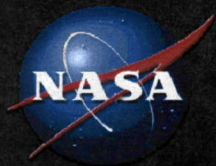
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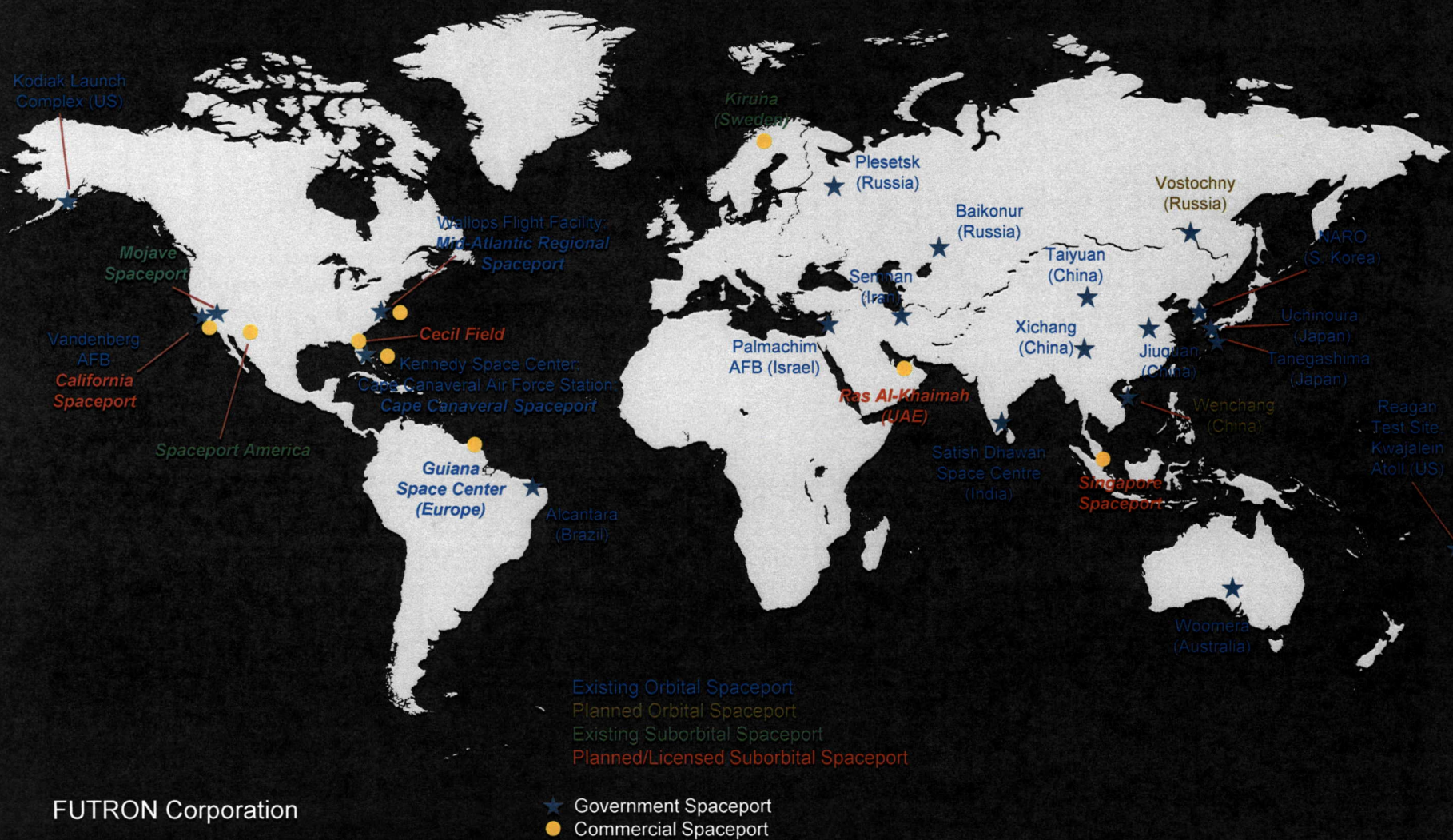




# The Planet's Spaceports Are Growing in Number and Capabilities

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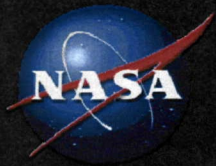
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# What Does It Mean For Us?

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## Today, Space is a \$250B business:

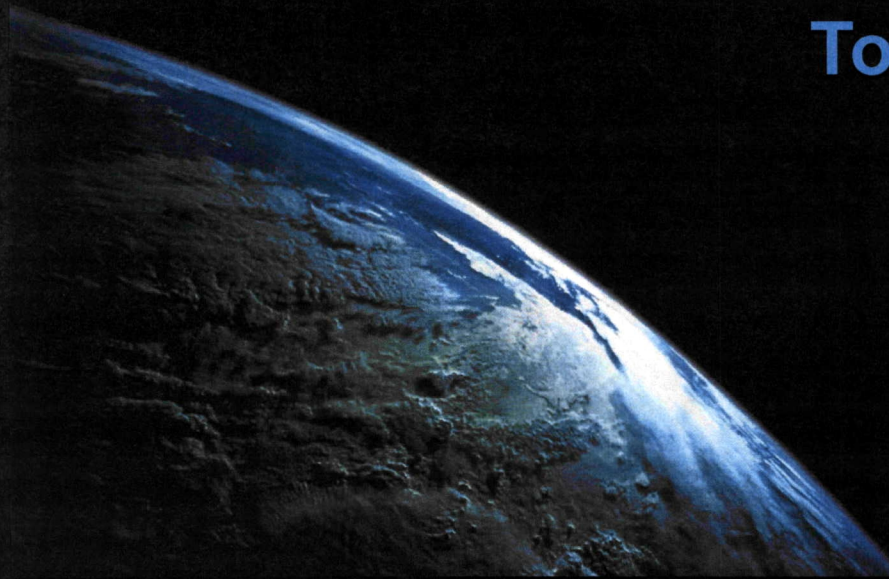
- Indispensable to global communications & information, and central to consumer and business activity
- Critical to military power projection
- Essential to understanding planetary phenomena



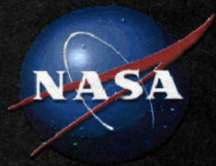
## Tomorrow:

Space will become a destination for activity, not just a resource for Earth-bound operations

New businesses will emerge requiring facilities to develop the technologies and infrastructure to launch, manage and return people as well as other assets



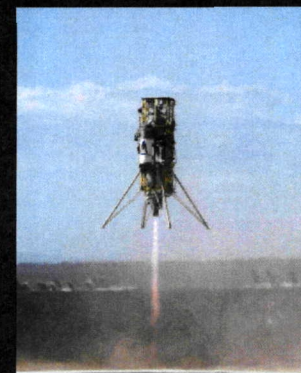




# Our Goal: Develop, Operate, & Sustain a Robust Launch Complex for all Providers

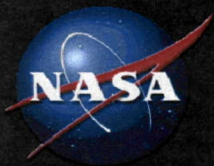
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# Our Challenges

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- Reduce overhead
- Upgrade infrastructure
- Achieve economic sustainability & operability
- Enable “buy by the yard” services & capabilities
- Define & implement flexible, efficient spaceport architecture
- Modernize and adapt launch range and airspace processes
- Adapt and manage land uses
- Protect against encroachment
- Transform workforce, culture





# Our Opportunities

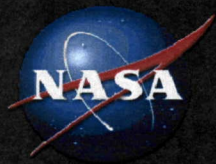
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- Expanded launch services for govt. & commercial users
- Recapture lost U.S. market share
- Full-spectrum space and near-space access from one site
- Attract research and technology activities to a unique collaborative environment fostering innovation
- Contribute “game-changing” technologies benefiting both space and our home planet
- Reduce life-cycle costs for space transportation and its customers





# Commercial Human Spaceflight

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## Suborbital

- Tourism
- Research
- Training
- Spacecraft deployment
- Point-to-point



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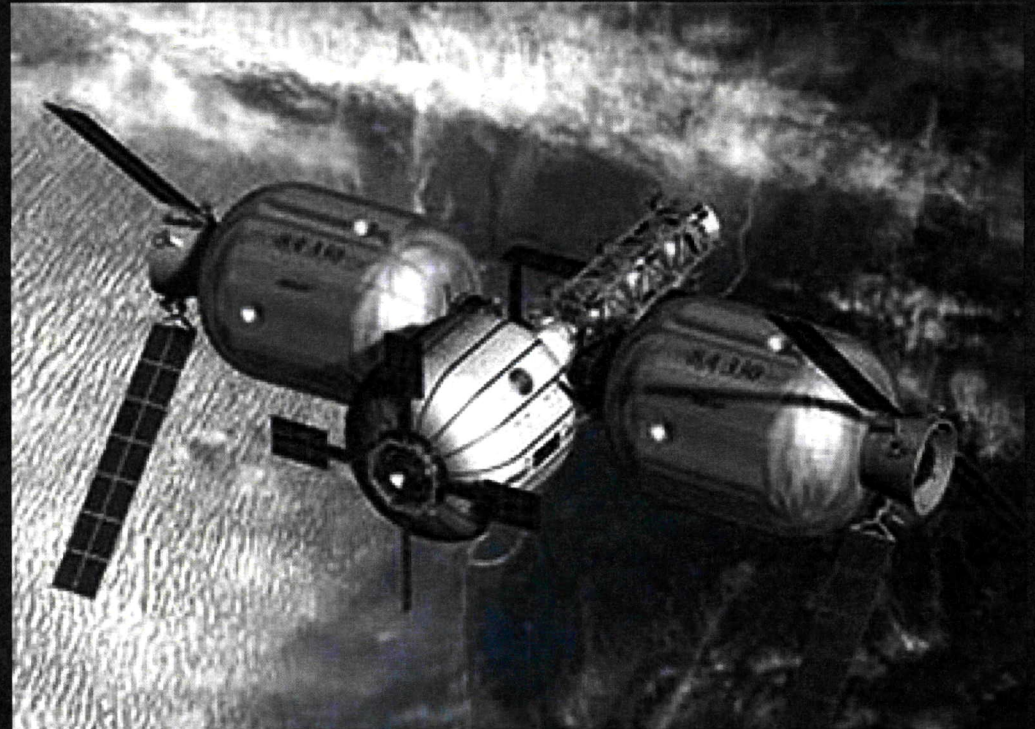
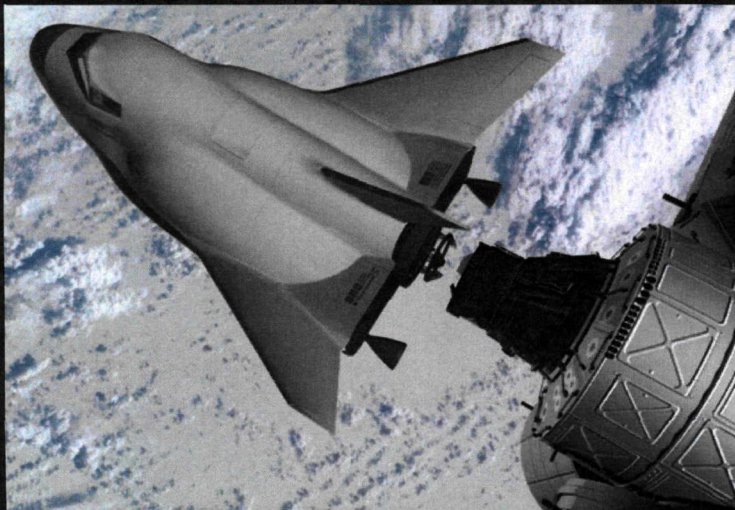
# Commercial Human Spaceflight

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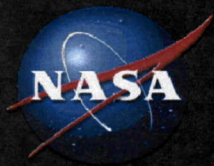
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## Orbital

- Tourism
- Research
- Crew Transport
- Industry
- Spacecraft deployment, retrieval, servicing







# Expanding the Research and Technology Base

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## EXPLORATION<sup>®</sup> PARK at Kennedy Space Center

KSC's new research and technology park, under development by Space Florida in partnership with NASA, is building a unique collaborative environment.

Soon to host a diversity of science and technology, it offers an ideal location for business needing access to a full-service space launch complex and our providers of transportation to the edge of space and far beyond.







# Exploration Park Phase 1 Master Plan

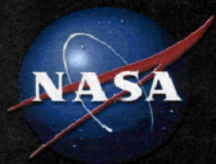
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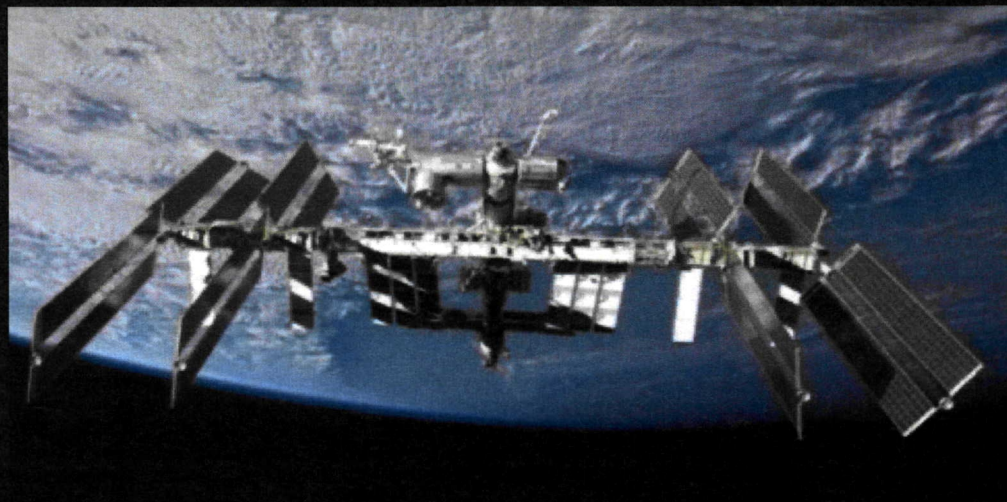
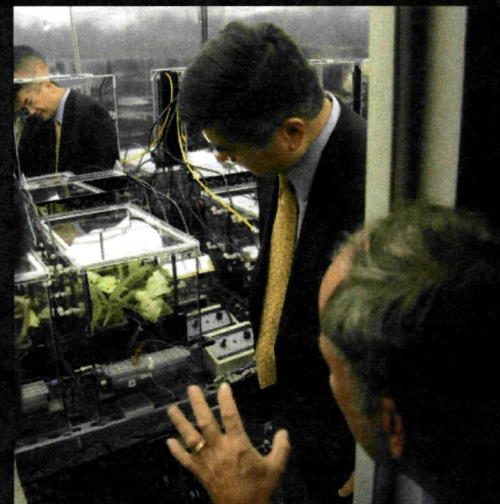
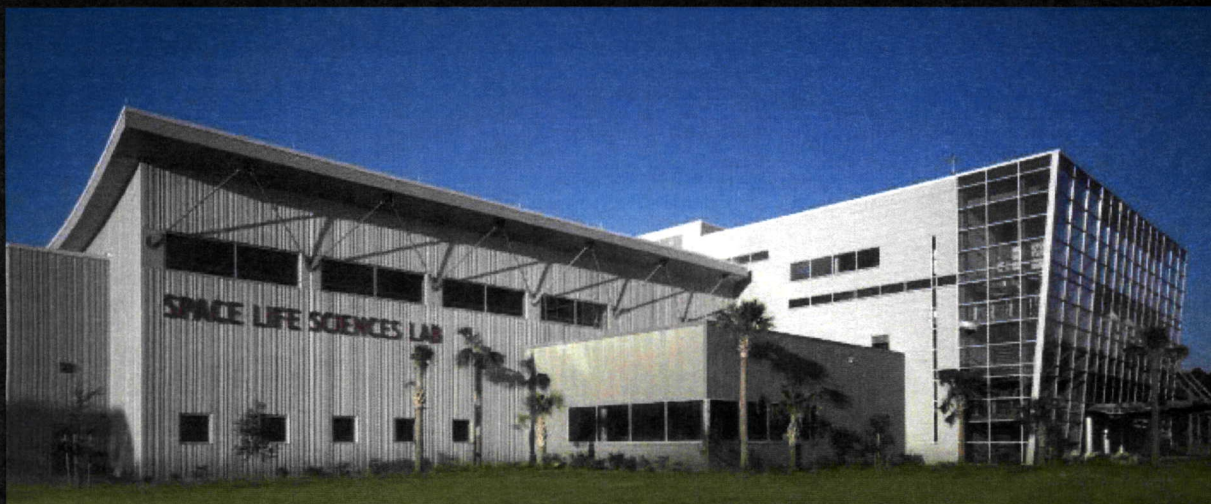




# Exploration Park – Opening FY 2012

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# Sustainability through Clean Energy

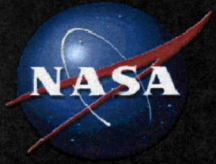
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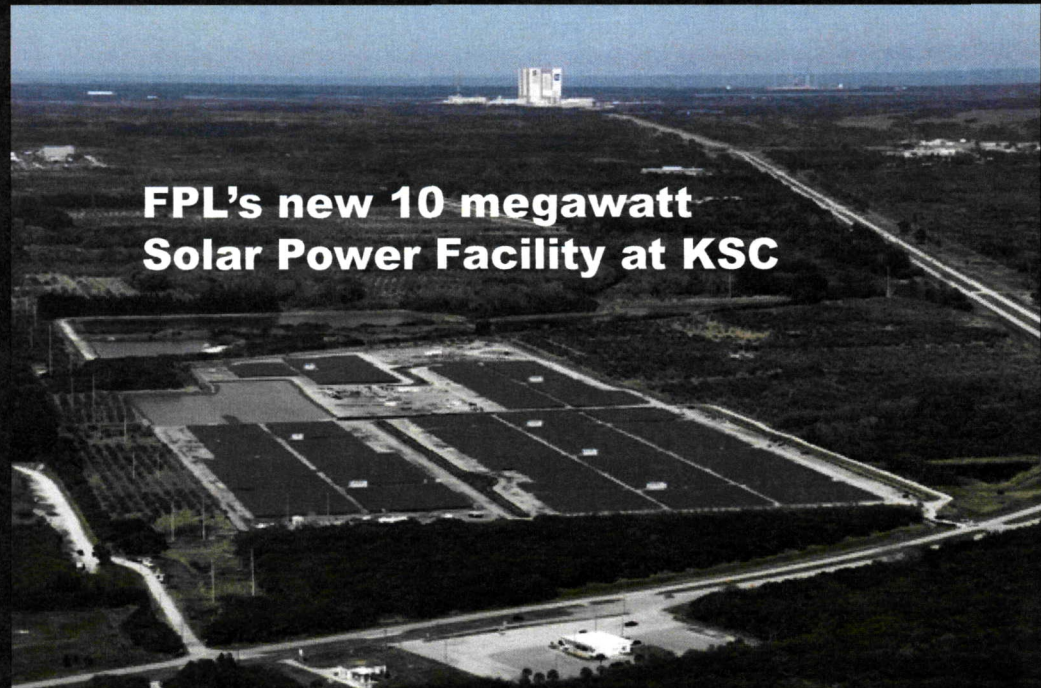
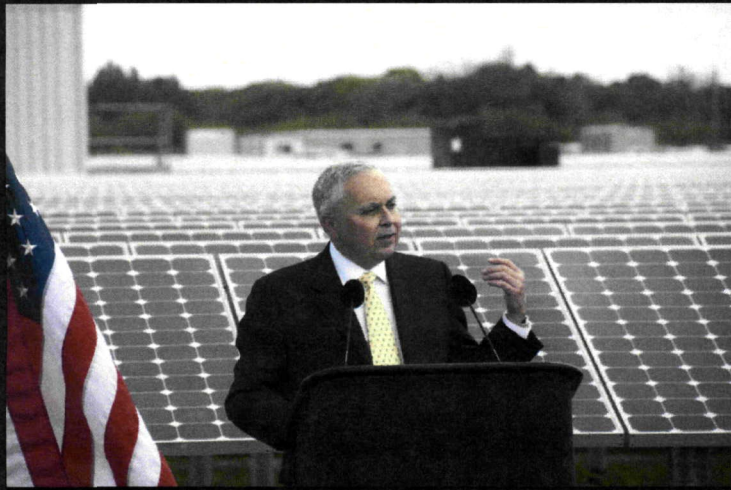




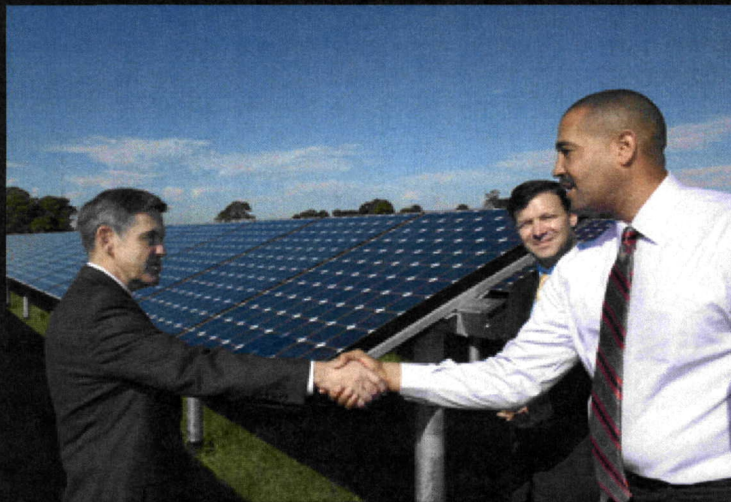
# Public-Private Partnership at KSC for Solar Power Facilities

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**FPL's new 10 megawatt  
Solar Power Facility at KSC**



**Deal provided KSC its own facility  
generating 1% of Center needs from  
renewable power. Project won GSA's  
2009 Achievement Award for  
innovative practices and initiatives.**



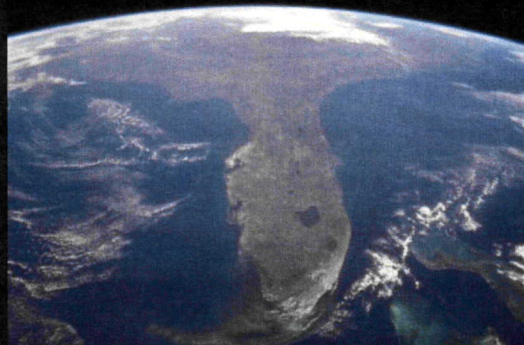


# Our Advantage

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**Location + Supporting Infrastructure + Talent = Ideal Choice  
for commercial providers of space transportation and services**

Few locations on the planet offer access to the frontier of space. None can match our diversity, accessibility, growth potential, and experience.



Known worldwide for spectacular space launches, KSC is also among NASA's most inventive and innovative centers for technology and applied research.

**You might call it rocket science...We call it good business**

